



WDAF-TV

KEVISION

## ORDER

Print Date 10/04/12

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Flight Dates 09/25/12-10/01/12

Contract / Revision 577097 /

Original Date / Revision

10/04/12 10/04/12

Advertiser Spence, David/R/Mo Gov

Agency Smart Media Group LLC

Buying Contact

814 King Street  
Suite 400  
Alexandria, VA 22314

Product

SPENCE FOR MO GOV

Agency Com 15%

Billing Contact

814 King Street  
Suite 400  
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 925C01

Alt Order # 09825286

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN POL

Product Codes PL1Ea

Priority 1

Advertiser Ref

Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 28% Market Value 127142

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	37%	47042
KCWE	%	0
KMBC	24%	30514
KMCI	%	0
KPXE	%	0
KSHB	11%	13985
KSMO	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	35	\$28,857.50	\$33,950.00	0.00	08/27/12	09/30/12	35	\$28,857.50	\$33,950.00
October 2012	3	\$1,402.50	\$1,650.00	0.00	10/01/12	10/01/12	3	\$1,402.50	\$1,650.00
<b>Totals</b>	<b>38</b>	<b>\$30,260.00</b>	<b>\$35,600.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount		
1	4	09/25/12	09/25/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	-T-----	:30	1	\$250.00	1	0.00	NM	1	\$250.00	
NEWS AT 9A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-T-----				1		\$250.00		0.00				
2	4	09/26/12	09/26/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$250.00	1	0.00	NM	1	\$250.00	
NEWS AT 9A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--W----				1		\$250.00		0.00				
3	4	09/27/12	09/27/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---T---	:30	1	\$250.00	1	0.00	NM	1	\$250.00	
NEWS AT 9A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Contract / Revision

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
3	4	09/27/12	09/27/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---T---	:30	1	\$250.00	1	0.00	NM	1	\$250.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	---T---			1		\$250.00		0.00				
4	4	09/25/12	09/25/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	-T-----	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-T-----			1		\$375.00		0.00				
5	4	09/26/12	09/26/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--W----	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--W----			1		\$375.00		0.00				
6	4	09/27/12	09/27/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---T---	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	---T---			1		\$375.00		0.00				
7	4	09/28/12	09/28/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----F--	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----F--			1		\$375.00		0.00				
8	4	09/25/12	09/25/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	-T-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-T-----			1		\$450.00		0.00				
9	4	09/26/12	09/26/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	--W----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--W----			1		\$450.00		0.00				
10	4	09/27/12	09/27/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	---T---	:30	1	\$450.00	1	0.00	NM	1	\$450.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	---T---			1		\$450.00		0.00				
11	4	09/28/12	09/28/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	----F--	:30	1	\$450.00	1	0.00	NM	1	\$450.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----F--			1		\$450.00		0.00				
12	4	10/01/12	10/01/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	M-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$450.00		0.00				
13	4	09/25/12	09/25/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	-T-----	:30	1	\$600.00	1	0.00	NM	1	\$600.00
NEWS															

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
13	4	09/25/12	09/25/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	-T-----	:30	1	\$600.00	1	0.00	NM	1	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$600.00		0.00			
14	4	09/26/12	09/26/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	--W----	:30	1	\$600.00	1	0.00	NM	1	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$600.00		0.00			
15	4	09/27/12	09/27/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	---T---	:30	1	\$600.00	1	0.00	NM	1	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$600.00		0.00			
16	4	09/28/12	09/28/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	----F--	:30	1	\$600.00	1	0.00	NM	1	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$600.00		0.00			
17	4	10/01/12	10/01/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M-----	:30	1	\$600.00	1	0.00	NM	1	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$600.00		0.00			
18	4	09/25/12	09/25/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	-T-----	:30	1	\$600.00	1	0.00	NM	1	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$600.00		0.00			
19	4	09/26/12	09/26/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	--W----	:30	1	\$600.00	1	0.00	NM	1	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$600.00		0.00			
20	4	09/27/12	09/27/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	---T---	:30	1	\$600.00	1	0.00	NM	1	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$600.00		0.00			
21	4	09/28/12	09/28/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	----F--	:30	1	\$600.00	1	0.00	NM	1	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$600.00		0.00			
22	4	10/01/12	10/01/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	M-----	:30	1	\$600.00	1	0.00	NM	1	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$600.00		0.00			
23	4	09/29/12	09/29/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NEWS															







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REVISION

# ORDER

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Flight Dates 10/02/12-10/08/12

Contract / Revision 579972 /

Original Date / Revision 10/05/12 10/05/12

Advertiser Spence, David/R/Mo Gov

Agency Smart Media Group LLC

Buying Contact

814 King Street  
Suite 400  
Alexandria, VA 22314

Product

SPENCE FOR MO GOV

Agency Com 15%

Billing Contact

814 King Street  
Suite 400  
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # C02C08

Alt Order # 09833348

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN POL

Product Codes PL1Ea

Priority 1

Advertiser Ref

Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 27% Market Value 131796

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	35%	46128
KCWE	%	0
KMBC	23%	30313
KMCI	%	0
KPXE	%	0
KSHB	15%	19769
KSMO	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	62	\$30,247.25	\$35,585.00	0.00	10/01/12	10/08/12	62	\$30,247.25	\$35,585.00
Totals	62	\$30,247.25	\$35,585.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	4	10/03/12	10/03/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----					1	\$200.00		0.00			
3	4	10/04/12	10/04/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---T---	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$200.00		0.00			
4	4	10/05/12	10/05/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	----F--	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$200.00		0.00			







Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
30	4	10/03/12	10/03/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----					1	\$200.00		0.00			
31	4	10/04/12	10/04/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	---T---	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---					1	\$200.00		0.00			
32	4	10/05/12	10/05/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	----F--	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--					1	\$200.00		0.00			
33	4	10/08/12	10/08/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----					1	\$200.00		0.00			
35	4	10/03/12	10/03/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	--W----	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----					1	\$400.00		0.00			
36	4	10/04/12	10/04/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	---T---	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---					1	\$400.00		0.00			
37	4	10/05/12	10/05/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	----F--	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--					1	\$400.00		0.00			
38	4	10/08/12	10/08/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M-----	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----					1	\$400.00		0.00			
40	4	10/03/12	10/03/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	--W----	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----					1	\$400.00		0.00			
41	4	10/04/12	10/04/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	---T---	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---					1	\$400.00		0.00			
42	4	10/05/12	10/05/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	----F--	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS															



WDAF-TV

Print Date: 10/05/12

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Contract / Revision

579972

Flight Dates 10/02/12-10/08/12

Hiatus Dates

Original Date / Revision 10/05/12/ 10/05/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov

Product SPENCE FOR MO GOV

Estimate # C02C08

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
42	4	10/05/12	10/05/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	----F--	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$400.00		0.00			
43	4	10/08/12	10/08/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	M-----	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$400.00		0.00			
45	4	10/04/12	10/04/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	---T---	:30	1	\$540.00	3	0.00	NM	1	\$540.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$540.00		0.00			
46	4	10/05/12	10/05/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	----F--	:30	1	\$540.00	3	0.00	NM	1	\$540.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$540.00		0.00			
47	4	10/08/12	10/08/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	M-----	:30	1	\$540.00	3	0.00	NM	1	\$540.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$540.00		0.00			
48	4	10/07/12	10/07/12	SU 1030-1102p Su 1030-1102p	CM-All	1030-1102p (10:30 PM-11:00 PM)	-----S	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS 10P SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$400.00		0.00			
E 50	4	10/03/12	10/03/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	--W----	:30	1	\$800.00	3	0.00	NM	0	\$0.00
FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----					1	\$800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	4	10/01/12-10/07/12		M-F 9-10p		9-930p	(9:00 PM-9:30 P--W-----	:30		<del>(\$800.00)</del>		0.00	NM		
Credited															
51	4	10/04/12	10/04/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	---T---	:30	1	\$800.00	3	0.00	NM	1	\$800.00
FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$800.00		0.00			
52	4	10/05/12	10/05/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	----F--	:30	1	\$800.00	3	0.00	NM	1	\$800.00
FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$800.00		0.00			
53	4	10/08/12	10/08/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00
FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$800.00		0.00			





WDAF-TV

Print Date: 10/05/12

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Contract / Revision **579972** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 10/05/12/ 10/05/12

Order Sep 00:15:00

Advertiser **Spence, David/R/Mo Gov** Product **SPENCE FOR MO GOV**

Estimate # **C02C08**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N 68	4	10/08/12	10/08/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	M-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00	
JUDGE JUDY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	M-----	1		\$250.00		0.00							
N 69	4	10/08/12	10/08/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	M-----	:30	1	\$375.00	3	0.00	NM	1	\$375.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	M-----	1		\$375.00		0.00							
N 70	4	10/08/12	10/08/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M-----	:30	1	\$400.00	3	0.00	NM	1	\$400.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	M-----	1		\$400.00		0.00							
N 71	4	10/08/12	10/08/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	M-----	:30	1	\$540.00	3	0.00	NM	1	\$540.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	M-----	1		\$540.00		0.00							
N 72	4	10/08/12	10/08/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	M-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00	
FOX NEWS AT 9																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	M-----	1		\$800.00		0.00							
N 73	4	10/08/12	10/08/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	M-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00	
FOX NEWS AT 9																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	M-----	1		\$800.00		0.00							
N 74	4	10/06/12	10/06/12	NFC Divisional Series FOX NFC Divisional Serie	CM-All	10a-CC	-----S-	:30	2	\$750.00	3	0.00	NM	2	\$1,500.00	
COLLEGE FOOTBALL																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/01/12	10/07/12	-----S-	2		\$750.00		0.00							
N 75	4	10/08/12	10/08/12	M-F 630-7p M-F 630-7p	CM-All	630-7p (6:30 PM-7:00 PM)	M-----	:30	1	\$2,200.00	1	0.00	NM	1	\$2,200.00	
WHEEL OF FORTUNE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	M-----	1		\$2,200.00		0.00							
														Totals	62	\$35,585.00